the center for a new American dream



Using Eco-Labels Effectively

Can Someone Else Tell Me What's Green?



Eco-Label Objectives

- Communicate verifiable and accurate information.
- Encourage demand and supply of environmentally sound products and services.
- ·Reduce stress on the environment.
- Stimulate market-driven continuous environmental improvement.



Beware of Misleading Claims

- ·Eco-safe
- · Environmentally friendly
- ·Earth friendly
- ·Earth smart
- · Environmentally safe
- · Environmentally preferable
- ·Essentially non-toxic
- Practically non-toxic

- Made with non-toxic ingredients
- Degradable
- ·Biodegradable
- · Compostable
- ·Environmentally safe
- ·CFC-free
- ·Ozone friendly
- ·Recyclable



FTC Green Marketing Guidelines

GENERAL For The Com-

EDERAL TRADE COMMISSION FOR I

FTC FACTS for Consumers

Sorting Out 'Green' Advertising Claims



rocery shelves, hardware stores, card shops, and other retail operations are filled with products and packages announcing environmental features that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "ozone friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know.

The FTC, in cooperation with the EPA, has developed guidelines for advertisers to ensure that their environmental marketing claims don't mislead consumers. Here are six tips to help you sort through environmental claims.

ENVIRONMENTAL CLAIMS SHOULD BE SPECIFIC.

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both. For example, if a label says "recycled," check how much of the product or package is recycled. The fact is that unless the product or package contains 100 percent recycled materials, the label must tell you how much is recycled.

Increasingly, labels on "recycled" products tell where the recycled material comes from. "Post-consumer" material comes from previously used business or

Available at: www.ftc.gov



Environmental Marketing Claims





Federal Trade Commission
Bureau of Consumer Protection
Office of Consumer & Business Education
1-877-FTC-HELP www.ftc.gov

October 1999



Classifying Eco-Labels

- Warning labels
- ·Seal of approval ISO Type I
- ·Single attribute ISO Type II
- ·Report card ISO Type III
- ·Multi-tier



Warning Labels



WARNING

DRINKING ALCOHOL DURING PREGNANCY CAN CAUSE BIRTH DEFECTS

AVERTISSEMENT

LA CONSOMMATION D'ALCOOL DURANT LA GROSSESSE PEUT PROVOQUER DES ANOMALIES CHEZ LE FŒTUS









Seal of Approval (Type I)



AUSTRIA



FRANCE



SINGAPORE



CANADA



GERMANY



THAILAND



CHINA



JAPAN



The CZECH REPUBLIC



CROATIA



INDIA



THE NETHERLANDS



EU



NORDIC COUNTRIES



USA



Single Attribute (Type II)

·Statements

·Compostable, biodegradable, recyclable

·Symbols









Printed on 100% Tree-Free Media



Report Card (Type III)





By using this product, you reduce:

- ✓ Energy consumption by 4 times.
- Carbon dioxide emissions by 5 times
- Acid rain gases by 3 times.
- Toxic water pollutants by 13 times.
- Solid weste by 10 times

SCIENTIFIC CERTIFICATION SYSTEMS



Multi-Tier Label





LEED Overview*

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Sustainable Si	tes
Prerequisite 1	Erosion & Sedimentation Control
Credit 1	Site Selection
Credit 2	Development Density
Credit 3	Brownfield Redevelopment
Credit 4	Alternative Transportation
Credit 5	Reduced Site Disturbance
Credit 6	Stormwater Management
Credit 7	Landscape & Exterior Design to Reduce Heat Islands
Credit 8	Light Pollution Reduction
Water Efficien	ncy
Credit 1	Water Efficient Landscaping
Credit 2	Innovative Wastewater Technologies
Credit 3	Water Use Reduction
Energy & Atm	osphere
Prerequisite 1	Fundamental Building Systems Commissioning
Prerequisite 2	Minimum Energy Performance
Prerequisite 3	CFC Reduction in HVAC&R Equipment
Credit 1	Optimize Energy Performance
Credit 2	Renewable Energy
Credit 3	Additional Commissioning
Credit 4	Ozone Depletion
Credit 5	Measurement & Verification
Credit 6	Green Power

Materials 9. D.	acourees.		
Materials & Resources			
Prerequisite 1	Storage & Collection of Recyclables		
Credit 1	Building Reuse		
Credit 2	Construction Waste Management		
Credit 3	Resource Reuse		
Credit 4	Recycled Content		
Credit 5	Local/Regional Materials		
Credit 6	Rapidly Renewable Materials		
Credit 7	Certified Wood		
Indoor Environmental Quality			
Prerequisite 1	Minimum IAQ Performance		
Prerequisite 2	Environmental Tobacco Smoke (ETS) Control		
Credit 1	Carbon Dioxide (CO ₂) Monitoring		
Credit 2	Ventilation Effectiveness		
Credit 3	Construction IAQ Management Plan		
Credit 4	Low-Emitting Materials		
Credit 5	Indoor Chemical & Pollutant Source Control		
Credit 6	Controllability of Systems		
Credit 7	Thermal Comfort		
Credit 8	Daylight & Views		
Innovation & Design Process			
Credit 1	Innovation in Design		
Credit 2	LEED Accredited Professional		

^{*}Information based on LEED v.2.1 as revised 3/14/03.



LEED Overview*

- Includes both mandatory and desirable attributes.
- ·Regimented certification procedures.
- Projects can earn up to 69 total points.
- Projects rated according to following:
 - Certified (26 32 points)
 - •Silver (33 38 points)
 - Gold (39 51 points)
 - ·Platinum (52 69 points)

^{*}Information based on LEED v.2.1 as revised 3/14/03.



Comparing Eco-Labels

- ·Validity of the standard
- Standard setting process
- Verification process



Standard Validity

- ·Clear and consistent meaning
- ·Very specific requirements
- ·Information should be meaningful and verifyable
- Must not conflict with Federal Trade Commission
 Guides for the Use of Environmental Marketing Claims.



Standard Setting Process

- ·No conflict of interest
- ·Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available



Verification Process

- ·Self certification
- ·Self certification with random audits
- ·Independent third-party certification
- Independent third-party certification with on-site audits



Who Should You Trust?







Compare the Programs

Environmental Criteria Excerpts	FSC-US	SFI '02-'04
Prevents forests from being converted to plantations	Yes	No
Protects old-growth forests (U.S.) and high conservation value forests (international)	Yes	No
Adequately controls large-scale clear cutting	Yes	No
Prevents use of genetically modified organisms	Yes	No
Includes social factors in certification	Yes	No
Requires field-based performance thresholds	Yes	No
Includes "chain of custody" tracking system	Yes	No
Requires consistent application of standards	Yes	No
Independent of vested industry interests	Yes	No
Requires public consultation during certification process	Yes	No
Embraced by most major environmental organizations	Yes	No



EXISTING LABEL

MANDATORY ATTRIBUTES

- Michael for 1900 by 1900
- 2. Moreon from these tax forces trades trades trades . Moreon for forces forces forces for tax for tax for tax forces . Moreon for forces forces forces forces forces for forces forces forces forces for forces for
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- 4. Moreon from from the fromer from the fire X model from the firetheory from the from the X model from the from the fromer from the from the fromer from
- Жоманск мож може ме может мо
- SCHOOLS HIGH HOUSE HIS RECORD HOUSE HOUSE HOUSE SCHOOL HOUSE HOUSE HOUSE SCHOOL HOUSE HE K HOU HE HOUSE HOU
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"IMPROVED" LABEL

MANDATORY

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POINT-SYSTEM

- 10. Window has hoos he hoose hader hoose hoose Windows hoose hose Window.
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- 17. Xandan saa saan se saan saan saan saan saan Xandan saan saa Xandan 18. Xandan saa saan sa saan saan saan saan
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- *** = 90+ points
- ** = 75+ points
- * = 50+ points

- 21. 35 1900 1900 1900 180 190000 190000 190000 190000 190000 190000 190
- 23. Жогоро тору тору ту торогу торогу торогу торогу жорогу торогу торогу торогу торогу
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- 29.3 Gregory sign signer by spacer signer signer
- 31. Margar for fore se fores fores fores fores

- ·31 attributes
- •Rating system (3 stars is best)

·15 attributes



EXISTING LABEL

MANDATORY ATTRIBUTES

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- SCHOOLS HIGH HOUSE HIS RECORD HOUSE HOUSE HOUSE SCHOOL HOUSE HOUSE HOUSE SCHOOL HOUSE HE K HOU HE HOUSE HOU
- Monage for these of these forest traces traces traces. Monage for traces where the traces traces were traces and traces traces for traces
- 10-Morror via viada en indor endor viada Noror Noror via viada Noror viada kana en via via via via viada endor Noror via viada endor Noror viada viada endor viada endor viada endor viada endor en viada endor viada endor viada endor en viada endor endor en viada endor endor
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"IMPROVED" LABEL

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- 6. Micropy sock soops sex sooper sooper sooper. Micropoler sooper soop Micropoler
- 7. Mendag that that it that it that the state that the same that the same that the same 8. Mendag that that the traces that the same that the same that the same 1
- 9. Managa nag man na manag manag manag manag Managan manag ma

POINT-SYSTEM

- 10. Window has hoos he hoose hader hoose hoose Windows hoose hose Window.
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- 19. Margor for fore fr figure figure figure figure
- 20. Managa nag naga na nagar nagar nagar nagar Managar nagar nag. Managa
- *** = 90+ points
- ** = 75+ points
- * = 50+ points

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•15 mandatory attributes

- 9 mandatory; 22 additional
- Rating system (3 stars is best)



EXISTING LABEL MANDATORY ATTRIBUTES REGERENCE REGERENCE WAS A REGERENCE 2. Μάσσας τους τους του κουρος τουρος τουρος τουρος Μόσσας που τουρος Μόσσας Μόσσα του τους του που τουρουρουρο 3. Morror for fore at fores from fores fores fores Morre for fores fores Morr for for fix for for forester. REGIONAL REGIONAL MARKA DE REGION \times REGION. MERCA REGION DE REGIONAL REG 4. Σύρορος τους τουρε του τουρος τουρος τουρος τουρος Σύρορς του τουρος Σύρος του κικοικ του τους τουρομουρουρο BODORK BODOR. KOK EK BOK * BODOK KOKK EKKE EKKE EK BODORK BODOR, EKK BODOK EK BODOK 5. Xinnon you your young young young young Xinnon Xinno you young Xinno you you you you young young young RECORDER MODERN. MARK HE RECEN MEDICAL MEDICA RECENT MEDICAL M 6. Worden for fore to the forest ender to apper to app аррара эрараа. Жаа эк эрар ж зараа. Жаар зараа эрар ж зараар зараа зараар ж Σύρορος τους τρορε τος τορορος τρορος τρορος τρορος αδορος τορορος τρορος αδορος τος κις κις τρος τροροφορος. 8. Moreon for fine an figure force force force Moree for figure for figure for an an figure for figure for figure for figure for an analysis for figure f Werdon for food by foods stages stages from Bodes foods foods foods foods foods were for for for for foodspaces. 10. Moreove from the forest frames frames frames. Moreove frames frames frames frames from the frames fr χαρρασκ χαρρασκ. Χίσοκ τος χαρρς κ τρασοκ. Χίσορς πραρκ τος χαρρασμός χαρρασκ, τους χαρρος τος τρασοκ 11. Verder for your ex form yours from yours Verde for your yours Very ex ex ex ex ex for yourself 12-Mondon from the force force force force Mondon from fire from force force $ext{Mondon}$ эрараары эрараан. Жары эргэрдэн эгрэрдэн, Жараан эрарг эргэрдэг эргэрдэг, эргэн эраран эргэрдэг, эргэн эраран эр 13.5 dedect food for to dedect fooder tooder tooder. Tooder tooder tooder tooder tooder tooder tooder tooder tooder tooder. 14.500000 king kodo ka kodor kodor kodor kodor Sodor kodor kodor kodor Sok ka ka king kodorokok ειαρορία παροία. Μους να παρε ε παροκ. Μουας ένας και ειαρορία παροκά, που παροκ θα παροκ 15.35orden igge iggen in kolden iggen iggen kolden indere inderen iggen inderen 35or in \times inderen iggenderen inderen in ειαρορα καροκε. Χίσα και καρι ν παροκ. Χίσασε καρα και παροσρα καρορας, και καροκ και καρο

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·15 mandatory attributes

- 9 mandatory; 22 additional
- Rating system (3 stars is best)



EXISTING LABEL "IMPROVED" LABEL MANDATORY ATTRIBUTES MANDATORY 1. Moreous for force by force force force force Moreous force for Moreous fREGERENCE REGERENCE WAS A REGERENCE Micropay year years you years years years years mark. Micropass years year Micropay . Χίορος και κους κι καιρα καιρα καιρα καιρα Χίορος Χίορος καιρα και Χίορος 2. Μάσσας τους τους του κουρος τουρος τουρος τουρος Μόσσας που τουρος Μόσσας Μόσσα του τους του που τουρουρουρο 5. Microry from from his fromer france france Microry france from Microry 6. Mindrey for force of force force force force Mindre Mindre force force Mindre 3. Morror for fore at fores from fores fores fores. Morre for fores fores More for for fix for for foresterior. 7. XIOOOD KOO KOOK KK KOOK KOOK KOOK KOOK XIOOOD XIOOOK KOOK XIOOOK REGERENCE REGEREN. WHEN THE REGERENCE REGEREN 8. Marian for form at exact fract form fract form Marian fract form. 9. Mindae for fore ex fores fores fores fores Mindae fores fores for Mindae 4. Σύρορος τους τουρε του τουρος τουρος τουρος τουρος Σύρορς του τουρος Σύρος του κικοικ του τους τουρομουρουρο BODORK BODOR. KOK EK BOK * BODOK KOKK EKKE EKKE EK BODORK BODOR, EKK BODOK EK BODOK POINT-SYSTEM 5. Xinnon you your young young young young Xinnon Xinno you young Xinno you you you you young young young RECORDER MODERN. MARK HE RECEN MEDICAL MEDICA RECENT MEDICAL M $10.350000 \times 10.000 \times 10000 \times 10000 \times 10000 \times 10000$ 21. Microry for food by foods foods foods foods 6. Worden food food for deeder fooden fooden vooden. Worde fooden fooden Worde for food for for fooden fooded Χύορορος χρορος χρος. Χύορορς Χύοροροος χραρος χρας, Χύορορς, аррара эрараа. Жаа эк эрар ж зараа. Жаар зараа эрар ж зараар зараа зараар ж 11.3500000 1000 10000 10 10000 100000 100000 10000022. Vinner year year years yearner yearner yearner yearner Χόρορος τους τρορε τος τορορος τρορορε τρορος τρορος τρορος τρορος τρορος λέρος τος κιχ κιχος τροροφορισκ. 12.100008 1008 10008 108 100008 100008 100008 100008 23. Удоров или извек из извек извек извек извек Χύορορος χορρα χος. Χύορος. Χύσσορος χορος χος, Χύσσος. 24.350000 300 3000 30 30000 30000 30000 30000 8. Moreov for force in figure force force force Moree force force force MΧύορορορικ κορρικ κορι. Χύορορικ. Χύορορορα κορρα κορι. Χύορορα 25.3500001 3001 30001 301 300001 300001 300001 300001 14.350000 100 1000 12 10000 10000 10000 10000 Χύορορος χραρικ χρας Χύορορς. Χίσοσσοικ κοσοικ κοα. Χίσοσσα. 26. Σύροσος τους τουρς τις τουρος τουρος τουρος τουρος Werdon for food by foods stages stages from Bodes foods foods foods foods foods were for for for for foodspaces. 15.2500000 1000 10000 100 100000 100000 100000 100000 Konnonex sonex sox. Xinonex Kindoon work we. Yindoo 27. Жороос эрос эрос як эросы эросы эросы эросы 16. 2500000 2001 20001 21 200000 200000 200000 200000 10. Moreove from the former frames frames frames. Moreove frames frames frames frames for the frames fra Μοροσορία τορορία τορία. Μοροσορία Моровор народ нас. Жоров. 17.200000 1000 10000 100 100000 100000 100000 28.3500000 1000 10000 100 100000 100000 100000 χαρρασκ χαρρασκ. Χίσοκ τος χαρρς κ τρασοκ. Χίσορς πραρκ τος χαρρασμός χαρρασκ, τους χαρρος τος τρασοκ 18. Minror noc noon no names noon noom noom noom29.35ования мак мания мя мания мания мания мания 11. Verder for your ex form yours from yours Verde for your yours Very ex ex ex ex ex for yourself Χύορορος χραρας χρας, Χύορορς, Χύορορος χραρα χρας Χύρρος. 19. Жарран или иран их ирани изани изани изани 30. Minima fine from an armon from from from 12-Mondon from the force force force force Mondon from fire from force force $ext{Mondon}$ Жороорох хорох хох. Жороох Убранових извори изви. Убранови. 20. Microry was stack by stacky stacky stacky stacky 31. Microry for food by food foods foods foods эрараары эрараан. Жары эргэрдэн эгрэрдэн, Жараан эрарг эргэрдэг эргэрдэг, эргэн эраран эргэрдэг, эргэн эраран эр Xiooooox xooox xoox Xioooox 13.5 dedect food for to dedect regret terred torget acreet torget terred torget acreet acr *** = 90+ points ** = 75 + points14.500000 king kodo ka kodor kodor kodor kodor Sodor kodor kodor kodor Sok ka ka king kodorokok ειαρορία παροία. Μους να παρε ε παροκ. Μουας ένας και ειαρορία παροκά, που παροκ θα παροκ * = 50+ points 15.35orden igge iggen in kolden iggen iggen kolden indere inderen iggen inderen 35or in \times inderen iggenderen inderen in ειαρορα καροκε. Χίσα και καρι ν παροκ. Χίσασε καρα και παροσρα καρορας, και καροκ και καρο

·15 mandatory attributes

- ·9 mandatory; 22 additional
- Rating system (3 stars is best)



Some of the highest ranking products (three stars) under the "improved" system would not meet the minimum requirements of the "weaker" criteria.



Using Eco-Labels

Good News:

Labels make life easier.



Using Eco-Labels

- Researching human health and environmental considerations
- Developing purchasing specifications
- Rewarding certified products
- ·Requiring certified products



EPA Green Power Purchase

A.10 RENEWABLE POWER

The EPA would like to take advantage of the opportunity to reduce the environmental impact of their electricity consumption at the EPA Richmond, CA laboratory by choosing an electricity supplier that provides 100 percent renewable power. For the purposes of this contract, renewable power is defined as biomass, solar thermal, photovoltaic, wind, geothermal, small hydropower of 30 megawatts or less, digester gas and landfill gas. This is the definition for "renewable electricity generation technology" contained in California Public Utilities Code 383.5, but excludes waste tire and municipal solid waste generation technologies. In the case of a tie, priority will be given to renewable power from "New" renewable generation facilities. "New" facilities are those which became operational on or after September 23, 1996, per California law.



EPA Green Power Purchase

A.11 GREEN-e REQUIREMENTS

Green-e certification, including strict adherence to the Green Power Board's Code of Conduct (see Exhibit 1) is the minimum standard for this contract. This is the most efficient way for the EPA to ensure that the Contractor is adequately fulfilling its obligation to provide green power, as specified in this contract. The Contractor's product must be Green-e certified within 45 days of contract award. Failure to obtain the Green-e certification, failure to deliver 100 percent renewable energy, as measured by the one year settlement period described in Section A.4, or the loss of the Contractor's Green-e certification shall be grounds for Termination for Cause. The Contractor's liability to the EPA under a Termination for Cause shall be the cost of reprocurement, as well as any incidental or consequential damages incurred as a result of the termination.



EPA Green Power Purchase

A.11 GREEN-e REQUIREMENTS (cont.)

Green-e requirements can and do change from year to year. Contractors will be expected to meet all new Green-e requirements, including the requirement that a percentage for renewable generation come from "new" sources (see Exhibit 2).

If the Green-e brand name ceases to exist, the Contractor shall be responsible for submitting to the Contracting Officer or his Authorized Representative a report that includes all the information specified in the Green-e Code of Conduct, Section VI Product Substantiation. The report shall be accompanied by a signed affidavit attesting to the accuracy of the report. If the Contractor knowingly renders erroneous information, in addition to other remedies available to the Government, the Contracting Officer may terminate the contract for cause.



DOI Cleaning Contract

"For the recycled content products evaluation, all nonchemical products proposed for use under this contract must conform to the Environmental Protection Agency (EPA) Comprehensive Procurement Guide (CPG) if the products are CPG-designated items. It is desirable for products that meet the desired objective (e.g., ability to clean effectively) and are not CPG-designated items also to contain the highestpossible amounts (by percentage) of recovered material(s) and post-consumer content."



PA Cleaning Contract

General/All/Multi Purpose - Heavy Duty	Used For: Floors, Walls, Surfaces, Glass (Non Food Contact Surface) Specifications:
General/All/Multi Purpose - General	 Must meet ASTM Standards for General Purpose Must be able to be diluted at ratios for both heavy duty and general cleaning Must be Green Seal certified or meet Green Seal standards (Please see www.greenseal.org)
Degreaser – Heavy Duty	Used For: Floors, Walls, Surfaces, Glass (Non Food Contact Surface) Specifications:
Degreaser – General	Must meet ASTM Standards for General Purpose White is a standard of the standard of t
Bathroom Cleaner	Used For: Urinals, Sinks, Toilets Specifications: 1) Non-Acid 2) Must meet ASTM Standards for Bathroom Cleaner 3) Should not be harmful to metal 4) Must be Green Seal certified or meet Green Seal standards (Please see www.greenseal.org)
Glass Cleaner	Used For: Mirrors, Windows Specifications: 1) Non-Ammonia 2) Streak-Free 3) Must meet ASTM Standards for Glass Cleaner 4) Must be Green Seal certified or meet Green Seal standards (Please see www.greenseal.org)



Popular Labels

- Chlorine Free Products Association www.chlorinefreeproducts.org
- ·Energy Star www.energystar.gov/purchasing
- ·Environmental Choice www.environmentalchoice.ca
- •Forest Stewardship Council www.fsc.org
- ·Green-e www.green-e.org
- ·Green Guard www.greenguard.org
- ·Green Seal www.greenseal.org
- ·Green Building Council (LEED) www.usgbc.org/leed
- ·Scientific Certification Systems www.scscertified.com
- •TCO www.tcodevelopment.com



Labeling Resources

- www.newdream.org/procure -- "Getting Started" section includes lots of useful resources, including June 2004 *Government Procurement* article on ecolabels.
- •www.eco-labels.org -- Maintained by Consumers Union, publishers of Consumer Reports. Includes an assessment of more than 90 (and growing) labels.
- www.gen.gr.jp -- Global Ecolabeling Network website, provides links to ecolabeling programs worldwide, most of which include English websites.



Labeling Resources

 www.epa.gov/oppt/epp -- EPA's Environmentally Preferable Purchasing Program. Includes list of questions for evaluating labeling and certifying claims.

•www.epa.gov/oppt/epp/database.htm -- EPA green purchasing database

Q & A

To ask a question, press 01 on your touch-tone phone. This places your call into an electronic queue.



To submit a question over the web, type your question in the "text chat" area at the bottom left hand corner of the screen, then click on "Ask Presenter".

Thank you for your questions